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HispanicBUSINESS®

ONE 100 HUNDRED

INFLUENTIALS

HispanicBUSINESS®

The magazine for growth companies and ladder-oriented professionals

November 1989 Volume 11, Number 11

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Irma Claudio is one of HACE's six founding members and the 1989 conference coordinator.

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This month's cover design by Buffalo Brothers Studios West.

VERIFIED AUDIT CIRCULATION

DIRECT LINE

Who are the most influential Hispanics in the U.S. today? And what is on their minds?

So begins the introduction to this year's "100 Influentials" cover story. Despite the great popularity of this annual research-based feature, it remains perhaps one of our least understood. Our readers naturally focus primarily on the names that are included—and not included—in our list. But from our perspective the far more important question is, "What are these Influential Hispanics thinking as a group?"

Analysts and commentators alike commonly hold that the Hispanic population in the United States is a highly fragmented social group. "Hispanics don't think as a group," so say the experts by and large. Rather, U.S. Hispanics are believed to think as Mexican-Americans, or Cuban-Americans, or Puerto Ricans, or as members of individual regional groups who hold beliefs peculiar to Texans, or South Floridians, or...

All of this is true to an extent, but it is hardly the whole truth.

Is it possible to obtain a reading of pan-Hispanic attitudes and beliefs? Yes, if the issues are posed broadly enough. That is what we do every year in surveying our list of peer-nominated Hispanic Influentials. And each year—from the very first time we did the story back in 1983—we have been able to identify numerous important common threads in Hispanic opinion.

It is by emphasizing such commonalities rather than the factors that tend to be divisive that we have been able to define a set of interests common to Hispanic-Americans nationwide.

For example, we can currently find universal support in all quarters of the country for a common effort to ensure the highest possible count of Hispanics in the 1990 Census. Members of all groups support this common goal urgently and with the same purpose—to enhance the social, political, and economic empowerment of the U.S. Hispanic population.

We all know that the results of the Census will affect such bread-and-butter decisions as the distribution of federal funds and the reapportionment and redistricting of elected offices—both basic to the operation of the American system.

The Influentials are keen on this important decennial event, but they are also of quite the same mind on a number of other important questions. The absence of a recognized national leadership remains an important common concern. Similarly, the Influentials are concerned that the United States still does not confer anywhere near the foreign policy attention on Latin America that this region deserves given its strategic importance.

There is also a strong feeling among the Influentials that the structures of Hispanic organizations remain weak. This confirms an observation made in the pages of HISPANIC BUSINESS on more than one occasion—that Hispanics are making more progress in the United States as a result of individual efforts than collective efforts.

While this progress based on the energies of individuals appears to parallel the experience of other immigrant groups that make up our national fabric, it is not true of all. In any event, may I present some of the people who are making the progress—this year's 100 Influentials.

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ONE 100 HUNDRED

INFLUENTIALS

These Respected Role Models Are Building A Platform For The '90s.

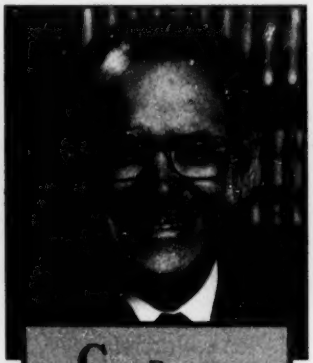
Who are the most influential Hispanics? And what's on their minds?

While the number of Influentials—100—is of course arbitrary, in selecting them from a large peer-nominated group, the Editorial Board of **HISPANIC BUSINESS** looked for leaders who are making a difference in every field and in all parts of the country. These individuals range from the well known movers and shakers in Washington like Secretary of Education Lauro Cavazos and media figures like talk show host Geraldo Rivera to those who work quietly behind the scenes.

This latter group includes Bernardo (Mat) Perez, the deputy assistant director of the FBI laboratory in Washington who led a successful class action suit of 311 Hispanic agents against the FBI. Another behind-the-scenes Influential is Jorge H. del Pinal, who as Chief of Ethnic and Hispanic Statistics for the U.S. Bureau of the Census is playing a crucial role in the upcoming 1990 Census. Norma Cantu does double duty in the San Antonio office of the Mexican American Legal Defense and Educational Fund (MALDEF) both as a lawyer trying discrimination cases and as an administrator directing MALDEF's educational program in San Antonio. And biophysicist Dr. Manuel Navia works as hard at getting Hispanic youngsters into the sciences as he does at discovering the secrets of the AIDS virus for Merck Sharp and Dohme Laboratories.

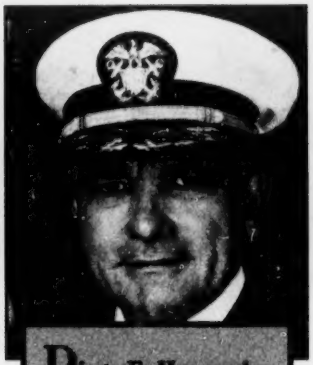
The influence of Cuban-Americans continues to grow among the 100 Influentials, paralleling this group's increasing number in the **HISPANIC BUSINESS 500**, which this year for the first time included more firms from Florida than from California. Further, the election of the first Cuban-American ever to the U.S. Congress epitomizes the increased power of this segment of the population. Ileana Ros-Lehtinen, who won a special election to fill the seat Florida Democrat Claude Pepper held for 27 years, also adds a new dimension to the Hispanic Congressional Caucus as its only member with a Republican vote. She was one of the first group of 100 Influentials in 1983, but she was then known as Ileana Ros, representing District 10 in the Florida state legislature. Only slightly less in the public eye is Jorge Mas Canosa, a self-made millionaire who is both president of Church and Tower, which is an engineering firm in Florida, and chairman of the Cuban American National Foundation since its inception in 1981.

English Proficiency and Education. While the faces of the 100



Cruz Reynoso
Special Counsel
Kaye, Scholer, et al.
Sacramento, CA

Judith Zaffirini
State Senator
State of Texas
Austin, TX



Diego E. Hernandez
Vice Admiral
Deputy Commander-In-Chief
U.S. Space Command
Peterson AFB, CO

Jorge H. del Pinal
Chief, Ethnic and Hispanic Statistics
U.S. Bureau of the Census
Washington, DC

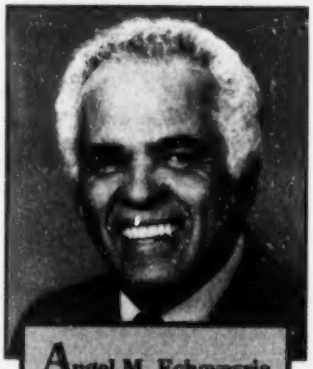
Influentials differ considerably from year to year, their answers to our probing questions indicate that the issues concerning them most have remained predominantly ones of language skills and education. The importance of English language proficiency continues to be the one issue that unites the 100 Influentials more than any other. Still, the number considering proficiency in English as very important has decreased from 98 percent in 1983, which was the first year we listed the Influentials, to 85 percent this year.

The Influentials' overwhelming agreement on education as the number one priority on the Hispanic agenda also stands out as a factor unifying Hispanics across all lines of ethnic origin, geographic location, and gender. As a point of comparison no one *social* issue we mentioned, except drug abuse, came even close to education in their assessment of relative importance. Housing, for example, is considered a very important issue by only 59 percent of the 100 Influentials, versus 91 percent in 1983.

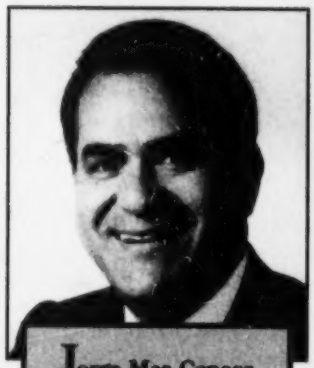
As TV's Geraldo Rivera puts it, "[Education] is the only way to arm ourselves for battle in the ferociously competitive world we live in. Because the family is still our strongest asset, we must give our children every advantage." And Secretary Cavazos adds that "Education is the tool we Hispanics can use to carve our niche and assure our prosperity in the future."

More specific questions that asked the Influentials to rate the relative importance of different educational fields gave computer science, math, business administration, and other applied sciences a big lead over degrees in teaching and, particularly, social sciences.

Unfortunately, few of our 100 leaders feel that public education has improved for Hispanic children. Nearly 70 percent believe it has either worsened (44 percent) or at best stayed the same (25 percent).



Angel M. Echevarria
President
Somma Mattress Company
Los Angeles, CA



Jorge Mas Canosa
President
Church and Tower of Florida
Miami, FL

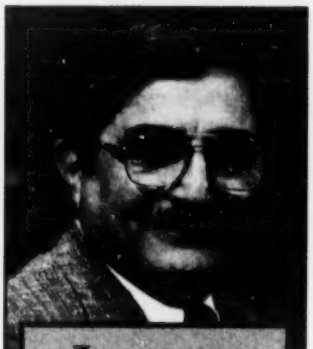
Ileana Ros-Lehtinen
Congresswoman
U.S. Congress
Washington, DC/FL

Reciprocal Trade. Another big point of agreement is that corporations with important Hispanic customer bases should "invest proportionately in Hispanic economic and human resource development" (what we termed "reciprocal trade"). While the Influentials have felt just as strongly about this question for years, there are more signs in 1989 that the large corporations are beginning to agree—on the human resource development side at least. As we discovered in pulling together our October 1989 issue on corporate culture, some leading companies, like Apple Computer, Inc., are deciding that an ethnically diverse organization best serves a diverse market.

On the other hand most of the Influentials don't see corporate

Cristina Saralegui
Host
"Cristina" Show
Univision
Miami, FL

Bill Richardson
Congressman
U.S. Congress
Washington, DC/NM



J. Adan Trevino
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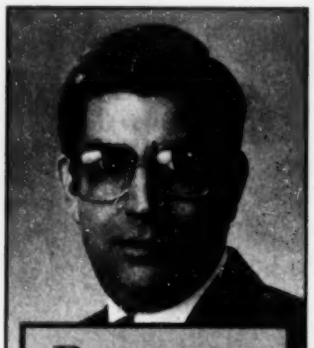

Robert A. Estrada
Special Assistant to the President
The White House
Washington, DC

America as making progress in the use of minority suppliers. Seventy-seven percent rate this situation as only fair or poor. Indeed, HISPANIC BUSINESS's recent assessment of the University of California's giant procurement budget indicated that Hispanic suppliers are hugely underrepresented even in this public institution serving a state that is 24 percent Hispanic.

1990 Census. Do the Influentials believe the 1990 Census will improve corporate or public hiring of and sourcing from Hispanics? The majority agreed that the census will have an important impact on Hispanics politically, but most feel its economic effect will be limited. As Maria Jimenez Van Hoy of the New York State Insurance Fund put it, "Numbers translate into votes!" On the economic side, FBI Special Agent Paul P. Magallanes is among the optimists, predicting: "The 1990 Census will signal that Hispanics are the emerging majority. Economically, corporate America is already salivating in competition for the $170 billion Hispanic purchasing power." But Professor Norma Gonzalez Hernandez counters that statement bluntly, saying that "Hispanics will become targets of corporations to exploit their buying power without return to Hispanics."

Latin American Aid. Another of the top 10 points of agreement is that U.S. foreign policy makers should give "more consideration" to Latin American countries, given U.S. corporations' investment in and heavy exports to these countries. Therefore, although the 100 Influentials were split 47 to 38 percent on whether U.S. Hispanics could vote as a bloc "on many issues," Latin American trade may be an issue on which they could get together.

Affirmative Action. The majority of Influentials are for affirmative action goals in both college admissions and employment—although it is significant that the number *opposed* to such goals has increased since last year. As President Octavio Peña of Lynch International puts it, "Hispanic Americans don't need public handouts or jobs to fill up company quotas. They have to earn their way, and the only way to do this is through higher education."

Increases in U.S. Defense Spending Versus Cuts in Social Benefits. Asked if increases in defense spending concurrent with cuts in many federal programs that affect the welfare of Hispanics represent a fair balance in national economic policy, 71 percent, about the same as in previous years, said "no." A look

Paul Rodriguez
Comedian
Beverly Hills, CA

Rachel Elisondo McLish
Body Builder/Athlete of the Year
Los Angeles, CA

J. Antonio Villamil
Chief Economist
U.S. Dept. of Commerce
Washington, DC

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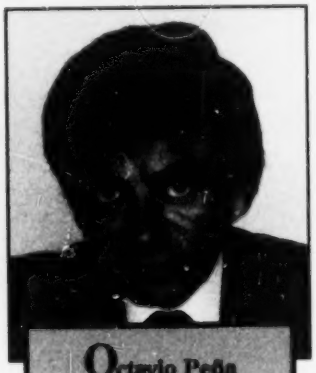
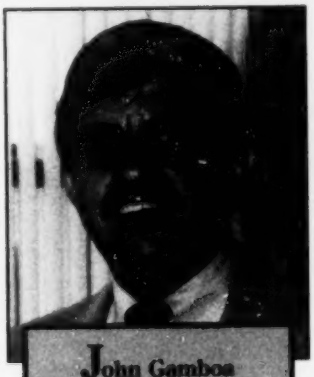
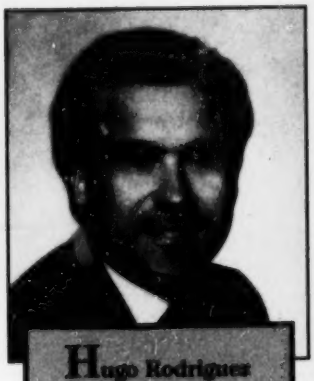
Cathi Villalpando
U.S. Treasurer Nominee
U.S. Treasury Dept.
Washington, DC
(Pending U.S. Senate confirmation at press time.)



Octavio Peña
President
Lynch Int'l, Inc.
Fort Lee, NJ



John Gamboa
Executive Director
Latino Issues Forum
San Francisco, CA



Hugo Rodriguez
Senior Associate
Coffey, Aragon, Martin & Burlington
Miami, FL

at the other side of the coin—defense contractor purchases from Hispanic and other minority suppliers ("The Shrinking Pie," HISPANIC BUSINESS September 1989)—indicates that Hispanics are not getting their fair share of the defense dollar either, and are likely to suffer disproportionately from Department of Defense cutbacks.

Advocacy of Hispanic Business. Many of the 100 Hispanic Influentials had negative feelings about the Bush Administration's success in representing the interests of U.S. Hispanics. Nine percent consider it very successful, while 21 percent believe it is somewhat successful and 53 percent not very successful. Their indictment of the eight leading national Hispanic organizations as a group was even more severe. Sixty percent believe these organizations are not as effective as equivalent groups representing other minority constituencies in government and corporate America.

Assessments of the individual organizations indicated that MALDEF is most generally considered effective, and that three of the eight organizations were unknown to 27 percent or more of the 100. None of the organizations was familiar to everyone. Although this may have been because these groups were listed as acronyms—by their initials only—it also indicates considerable room for the groups to communicate their goals more widely.

By the same token, none of the eight leading Hispanic city, state, or federal politicians we mentioned is considered by even half of the Influentials to be "part of this country's emerging Hispanic leadership." Some of the problem in this area may be due to poor coverage by the non-Hispanic media of issues concerning U.S. Hispanics. Eighty percent rated this coverage as only fair to downright poor.

Spanish Language Proficiency. Sixty-four percent of our Influentials consider retention of Spanish language proficiency important. This is a reduction of 15 percent since 1988. While nobody reported speaking primarily Spanish on the job, 29 percent use both English and Spanish frequently in their work—versus 42 percent in 1983.

So goes the thinking of the nation's 100 most Influential Hispanics in 1989. How does that reflect *your* views? And how does this affect *your* business? HISPANIC BUSINESS would like your feedback—along with nominations and suggestions for the eighth annual selection of the 100 Influentials next year. Your thoughts can make a significant difference in the 1990s.

Mario Tamayo
Owner
Modern Objects
Hollywood, CA

Marta Tienda
Professor, Dept. of Sociology
University of Chicago
Chicago, IL

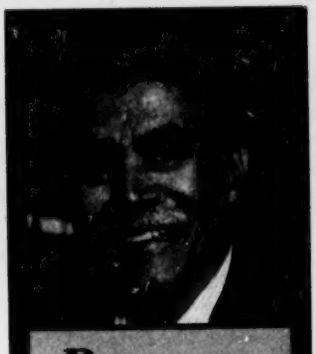
Kika de la Garza
Congressman
U.S. Congress
Washington DC/TX

INFLUENTIALS

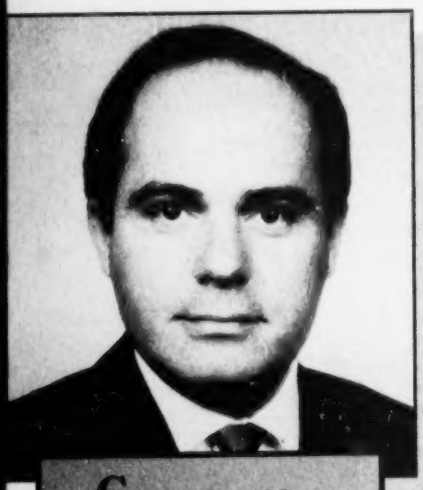
Fernando Ferrer
Borough President
The Bronx, NY

Maria Jimenez
Van Hoy
Public Information Officer
NY State Insurance Fund
New York, NY

Sharon Gomez
Associate Director
NCCHE,
University of California
Irvine, CA



Rodolfo A. Anaya
Professor
University of New Mexico
Albuquerque, NM



Gustavo Pupo-Mayo
General Manager
El Nuevo Herald
Miami, FL

The Top 10 Critical Issues For 1990

1. How important is it that Hispanics acquire English-language proficiency?
   Very important: 85% Somewhat important: 2%
   Not important: 0% No answer: 13%

2. The need for higher education opportunities has become an increasingly important issue among Hispanics. Should education be the number one priority on the Hispanic agenda?
   Yes: 82% No: 3% No answer: 15%

3. The term "reciprocal trade" describes efforts by large corporations that sell a significant number of products or services to Hispanic consumers to invest proportionately in Hispanic economic and human resource development. Do you agree with this concept?
   Yes: 80% No: 4% No answer: 16%

4. How would you rate the social issue of drug abuse in terms of importance to the Hispanic community?
   Very important: 73% Somewhat important: 11%
   Not important: 0% No answer: 16%

5. Many large corporations invest in and export heavily to Latin American countries. Do you believe Latin America is given due consideration by U.S. foreign policy makers?
   Yes: 12% No: 71% No answer: 17%

6. Do you support the concept of set affirmative action goals in college admissions?
   Yes: 71% No: 10% No answer: 19%

7. Is there a fair balance in national economic policy between increases in defense spending and cuts in many federal programs that affect the welfare of Hispanics?
   Yes: 8% No: 71% No answer: 21%

8. Do you support the concept of set affirmative action goals in employment?
   Yes: 69% No: 12% No answer: 19%

9. How important is it that Hispanics retain Spanish-language proficiency?
   Very important: 64% Somewhat important: 21%
   Not important: 2% No answer: 13%

10. How much political impact will the 1990 census have on U.S. Hispanics?
    Heavy impact: 62% Moderate impact: 16%
    Little or no impact: 8% No answer: 14%

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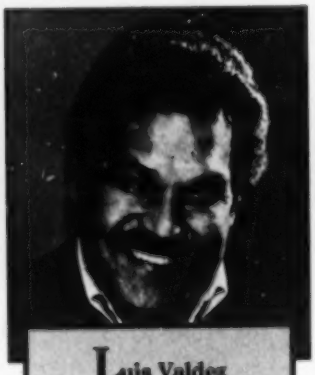
Rita Moreno
Actress/Entertainer
Los Angeles, CA

Bernardo M. Perez
Deputy Asst. Director
FBI Laboratory
Washington, DC



Luis Valdez
Writer/Director
El Teatro Campesino
San Juan Bautista, CA

Emma Carrasco
Sr. VP, Marketing Services
Univision, Inc.
New York, NY

Demographic Profile

Total Group

Place of Birth:	59% U.S.	27% Abroad	14% No answer
Age:	3% Under 30 42% 40-49	26% 30-39 20% Over 50	9% No answer
Gender:	71% Male	29% Female	
Marital Status:	66% Married	18% Single	16% No answer
Heritage:	47% Mexican 16% Puerto Rican 3% Spanish	16% Cuban 2% Central American 16% No answer	
Education:	1% High school 13% College grad 54% Postgrad	12% Some college 8% Some postgrad 12% No answer	
Household Income:	1% Under $30,000 4% $30,000-49,000 37% $50,000-99,000	48% Over $100,000 10% No answer	
Language Preference:	*Business* 57% English 0% Spanish 29% Bilingual 14% No answer	*At Home* 35% English 7% Spanish 43% Bilingual 15% No answer	
Geographic Region:	41% Southwest 16% Southeast 1% Northwest	28% Northeast 3% Midwest 11% No answer	

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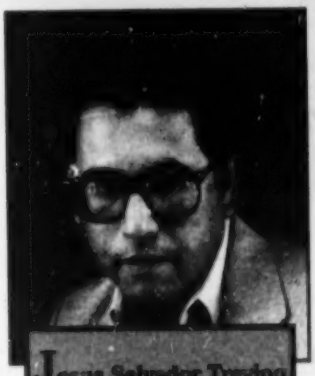
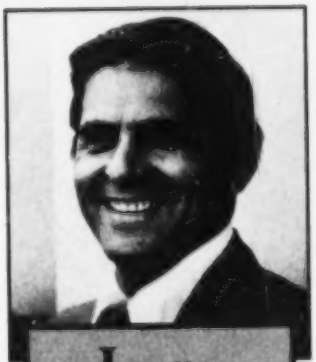


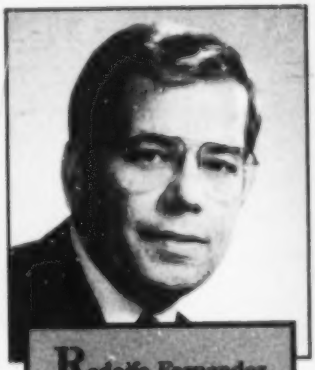
Jesus Salvador Trevino
Writer/Director
Los Angeles, CA

Blandina C. Ramirez
Dir. Minority Concerns
American Council on Education
Washington, DC



Julian Nava
Professor
Cal State Northridge
Northridge, CA

Charles Uribe
Chairman
Nat. Hispanic Business Group, PAC
New York, NY



Rodolfo Fernandez
Managing Partner
Touche Ross
San Diego, CA

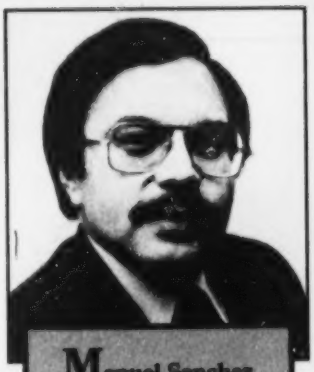
Edna R. Vega-Garcia
Assistant Commissioner
NY State Education Dept.
New York, NY

Demographic Profile

Mexican-Americans

Place of Birth:	83% U.S.	11% Abroad	6% No answer
Age:	6% Under 30	28% 30-39	
	38% 40-49	28% Over 50	0% No answer
Gender:	70% Male	30% Female	
Marital Status:	83% Married	13% Single	4% No answer
Education:	0% High school	13% Some college	
	17% College grad	13% Some postgraduate	
	53% Postgraduate	4% No answer	
Household Income:	2% Under $30,000	40% $50,000-99,000	
	7% $30,000-49,000	51% Over $100,000	
Language Preference:	*Business*	*At Home*	
	66% English	43% English	
	0% Spanish	4% Spanish	
	28% Bilingual	47% Bilingual	
	6% No answer	6% No answer	
Geographic Region:	72% Southwest	13% Northeast	
	9% Southeast	2% Midwest	
	2% Northwest	2% No answer	

Manuel A. Navia
Senior Research Fellow
Merck & Co.
Rahway, NJ



Manuel Sanchez
President
Vogt, Sanchez & Meadville
Encino, CA

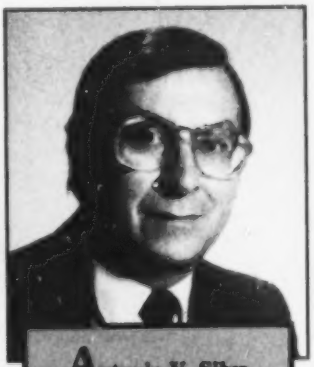
Maria Antonietta Berriozabal
City Councilwoman
San Antonio, TX

ONE 100 HUNDRED

INFLUENTIALS

Jan Michael Chavira
Olympic Hopeful, Skiing
College Student
Topanga Canyon, CA

Guadalupe C. Quintanilla
Assistant Vice President
University of Houston
Houston, TX



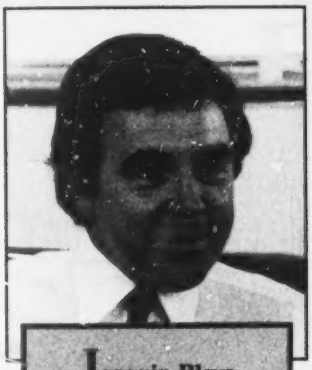
Antonio V. Silva
Attorney-at-Law
Silva, Silva & Herrera
El Paso, TX

Albert S. Jacquez
President
Latin American Manufacturers Assoc.
Washington, DC

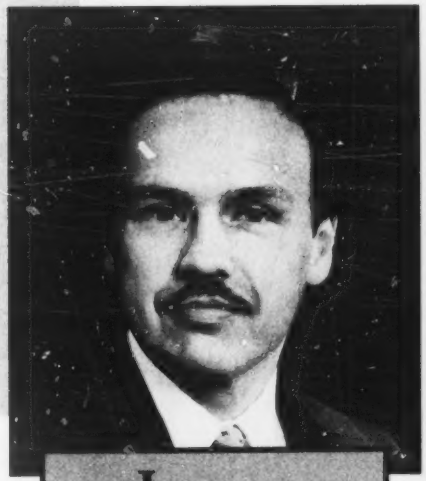
Demographic Profile

Cuban-Americans

Place of Birth:	6% U.S.	94% Abroad	0% No answer
Age:	0% Under 30 56% 40-49	38% 30-39 6% Over 50	0% No answer
Gender:	81% Male	19% Female	
Marital Status:	69% Married	25% Single	6% No answer
Education:	0% High school 19% College grad 68% Postgraduate	13% Some college 0% Some postgraduate 0% No answer	
Household Income:	0% Under $30,000 0% $30,000-49,000 31% $50,000-99,000	63% Over $100,000 6% No answer	
Language Preference:	*Business* 44% English 0% Spanish 56% Bilingual 0% No answer	*At Home* 19% English 25% Spanish 56% Bilingual 0% No answer	
Geographic Region:	0% Southwest 63% Southeast 0% Northwest	37% Northeast 0% Midwest 0% No answer	



Joaquin Blaya
President
Univision, Inc.
New York, NY



Jimmy Gurule
President
National Hispanic Bar Assn.
Los Angeles, CA

ONE 100 HUNDRED

INFLUENTIALS

Norma V. Cantu
Regional Counsel
MALDEF
San Antonio, TX

Horacio Gutierrez
Concert Pianist
New York, NY

Juan M. Soltz
Alderman/Committeeman
City of Chicago
Chicago, IL

Cari Dominguez
Dir., OFCCP
U.S. Dept. of Labor
Washington, DC

Demographic Profile

Puerto Rican-Americans

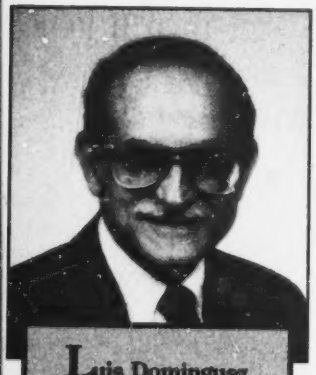
Place of Birth:	75% U.S.	19% Abroad	6% No answer
Age:	0% Under 30	31% 30-39	
	44% 40-49	25% Over 50	0% No answer
Gender:	44% Male	56% Female	
Marital Status:	56% Married	25% Single	19% No answer
Education:	6% High school	6% Some college	
	13% College grad	13% Some postgraduate	
	56% Postgraduate	6% No answer	
Household Income:	0% Under $30,000	56% Over $100,000	
	6% $30,000-49,000	0% No answer	
	38% $50,000-99,000		
Language Preference:	*Business*	*At Home*	
	75% English	56% English	
	0% Spanish	6% Spanish	
	25% Bilingual	32% Bilingual	
	0% No answer	6% No answer	
Geographic Region:	19% Southwest	69% Northeast	
	6% Southeast	6% Midwest	
	0% Northwest	0% No answer	

Esteban Torres
Congressman
U.S. Congress
Washington, DC/CA

Frank Tejeda
State Senator
State of Texas
Austin, TX

ONE 100 HUNDRED

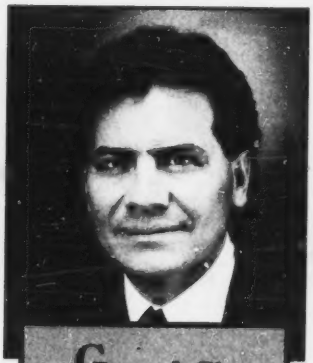
DIFFERENTIALS



Luis Dominguez
Professor of Marketing
University of Miami
Miami, FL

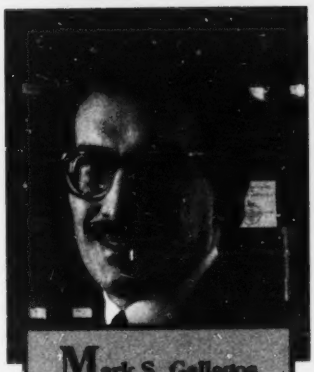
Anna Carbonell
Producer/Host, "Tiempo"
WABC-TV
New York, NY

Dinorah Spalding
Director, Station Services
WCBS-TV
New York, NY



George L. Pla
President/CEO
Cordoba Corp.
Los Angeles, CA

Richard Peña
Director
New York Film Festival
New York, NY



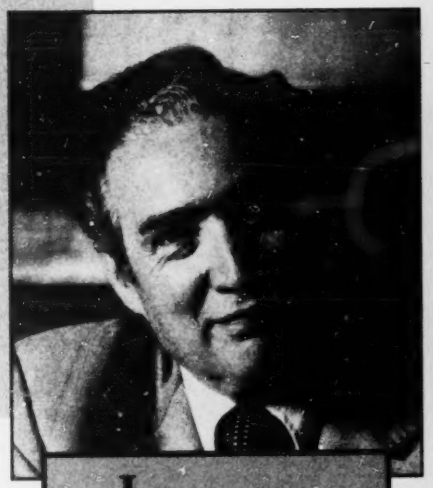
Mark S. Gallegos
Outgoing President
Hispanic National
Bar Association
Miami, FL

Adia M. Vila
Asst. Sec. Nominee
U.S. Dept. of Agriculture
Washington, DC
(Pending U.S. Senate confirmation at press time.)

Aida Alvarez
VP Public Finance Dept.
The First Boston
Coporation
New York, NY

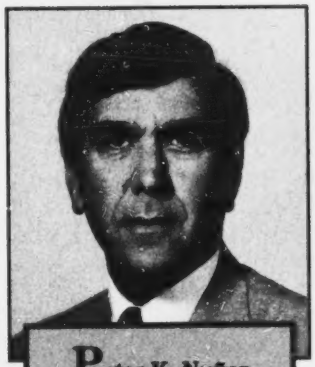
"Education is the tool we Hispanics can use to carve our niche and secure our prosperity in the future."

— Dr. Lauro F. Cavazos



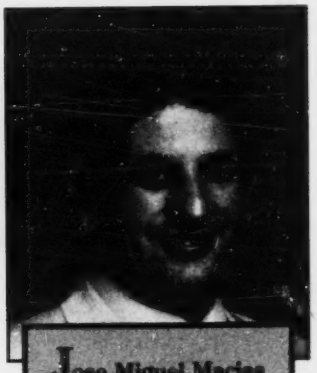
Lauro F. Cavazos
Secretary of Education
U.S. Dept. of Education
Washington, DC

ONE 100 HUNDRED INFLUENTIALS



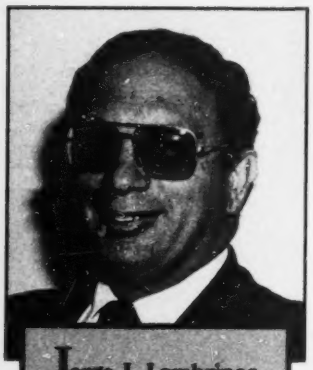
Peter K. Nuñez
Attorney-at-Law
Brobeck, Phleger &
Harrison
San Diego, CA

Norma Gonzalez Hernandez
Professor
University of Texas
El Paso, TX



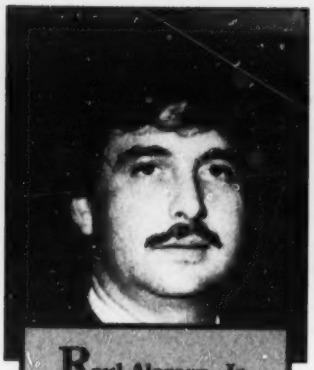
Jose Miguel Macias
Engineer
Jet Propulsion Laboratories
Pasadena, CA

Raul J. Valdes-Fauli
Partner
Valdes-Fauli, Cobb, Petrey
& Bischoff
Miami, FL

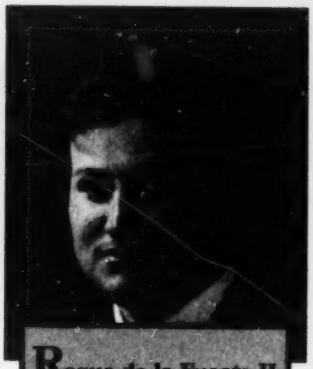


Jorge J. Lambrinos
Administrative Assistant
Office of Congressman
Edward R. Roybal
Washington, DC

Eduardo Machado
Playwright
Beverly Hills, CA



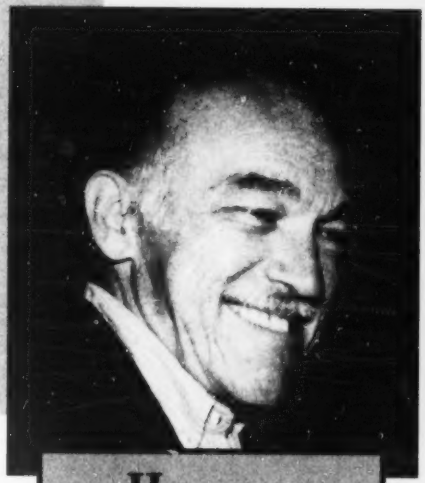
Raul Alarcon, Jr.
President
Spanish Broadcasting
System
New York, NY



Roque de la Fuente II
President
American Int'l Ent., Inc.
San Diego, CA

"In a democratic society education, hence knowledge, is the ultimate source of power. The uneducated individual must depend on others to protect his rights."

— Harry Caicedo

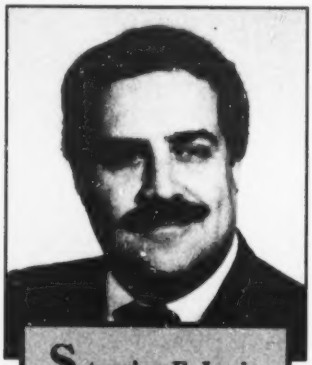


Harry Caicedo
Editor
Vista Magazine
Coral Gables, FL

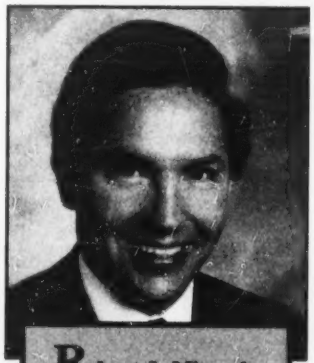
ONE 100 HUNDRED

ESSENTIALS

Eduardo J. Padron
VP and CEO
Miami-Dade Community
College
Miami, FL



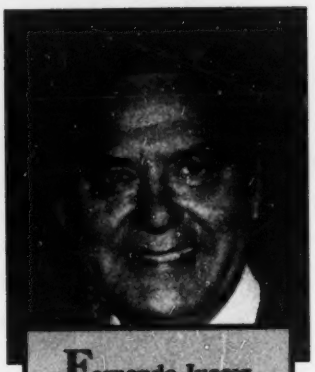
Saturnino E. Lucio
Attorney-at-Law
Weil, Lucio, Mandler &
Croland
Miami, FL



Robert J. Miranda
President
Miranda, Strabala &
Associates
Santa Ana, CA

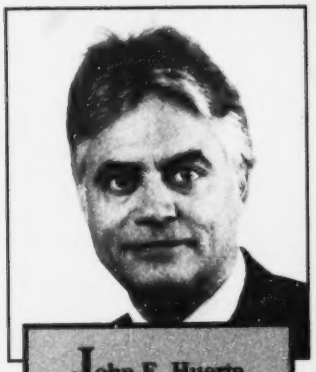
Anna M. Chavez
Anchor Reporter
KGO-TV
San Francisco, CA

Sally Hernandez-Pinero
Chairperson
Financial Services Corp.
New York, NY



Fernando Juarez
President
American Institute of Architects
Los Angeles, CA

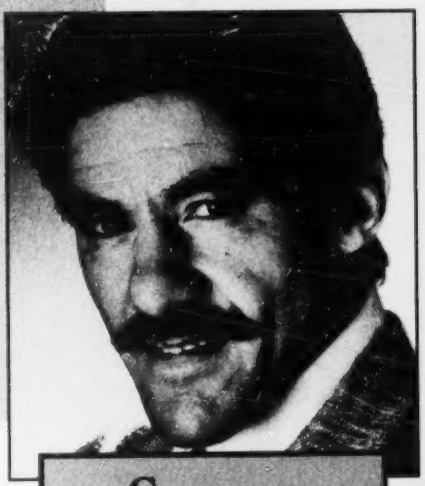
Martha P. Cotera
Owner
Information Systems Development
Austin, TX



John E. Huerta
Partner
Gronemeier, Barker & Huerta
Pasadena, CA

"We are pathetically undercounted. A sincere 1990 effort will give us some local political advantage, but in the short future, at least, no dough."

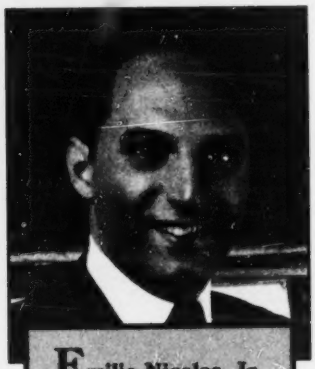
— Geraldo Rivera



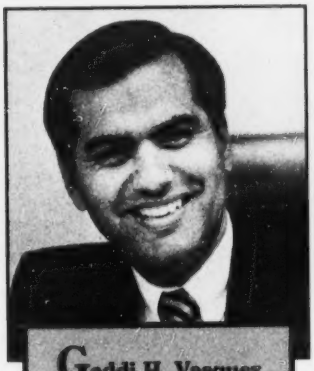
Geraldo Rivera
Host
"Geraldo" Show
New York, NY

ONE 100 HUNDRED

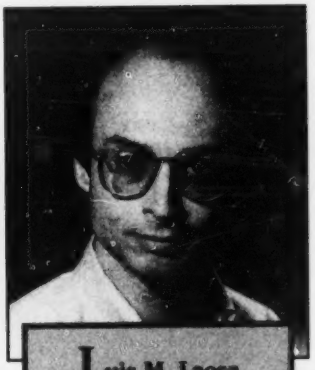
INFLUENTIALS



Emilio Nicolas, Jr.
General Manager
KMEX-TV
Los Angeles, CA



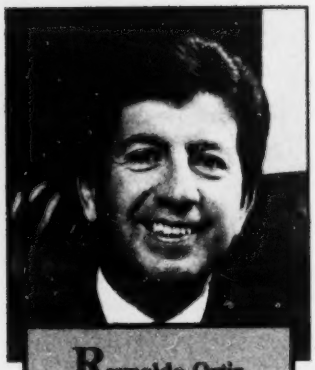
Gaddi H. Vasquez
County Supervisor
County of Orange
Santa Ana, CA



Luis M. Laosa
Senior Research Scientist
Educational Testing Service
Princeton, NJ

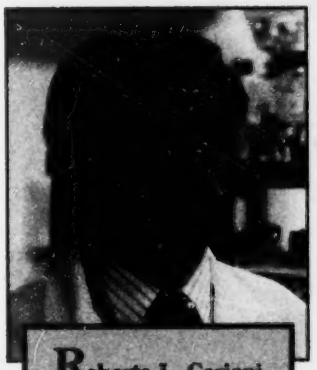
Margarita Rosa
Deputy Commissioner
NY State Div. of Human Rights
New York, NY

Gladys Peña
Curator/Director
NY City Art Commission
New York, NY



Reynaldo Ortiz
President
U S West International
Englewood, CO

Nicolas Kanellos
Professor/Publisher
Arte Publico Press,
Univ. of Houston
Houston, TX



Roberto L. Ceriani
Medical Director
John Muir Cancer & Aging
Research Inst.
Walnut Creek, CA

"Children cannot be educated if the family is struggling to survive."

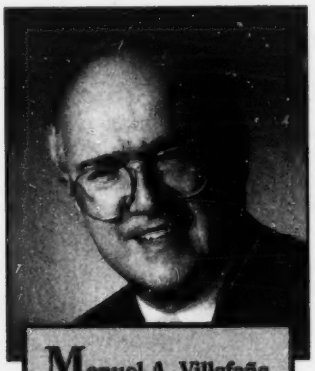
— Richard Martinez

Richard Martinez
Executive Director
Southwest Voter Registration
Education Project
Monterey Park, CA

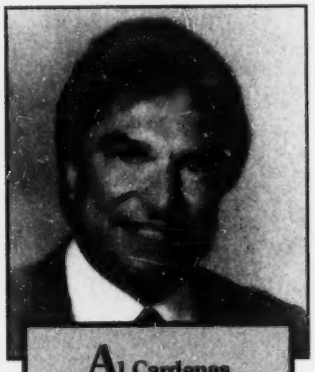
ONE 100 HUNDRED

INFLUENTIALS

Noemi Santana
President
Tana Marketing, Inc.
New York, NY

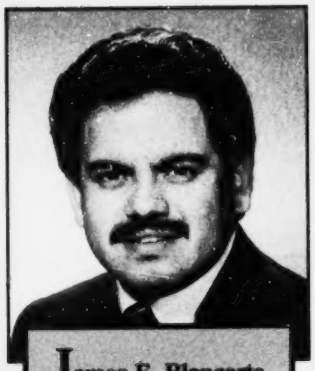


Manuel A. Villafaña
Chairman of the Board/CEO
Helix BioCore, Inc.
Minneapolis, MN

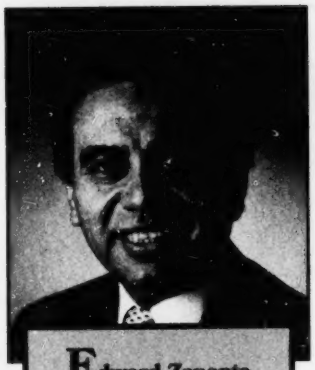


Al Cardenas
Director
Greenburg, Traurig et al.
Miami, FL

Carmen A. Estrada
Dir. Aff. Action, Employment & Business
University of California
Oakland, CA

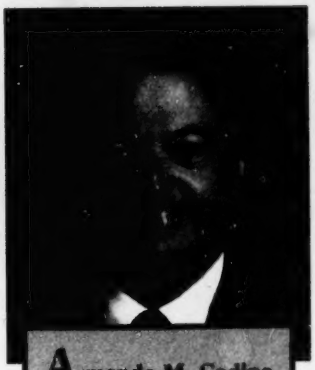


James E. Blancarte
Attorney -at-Law
Mitchell, Silberberg & Knupp
Los Angeles, CA



Edward Zapanta
Medical Director
Universal Medi-Co
Monterey Park, CA

Dolores M. Fernandez
Deputy Chancellor
NYC Board of Education
Brooklyn, NY



Armando M. Codina
Owner
Codina Group
Miami, FL

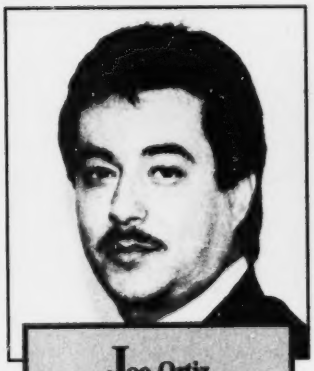
"Economically, corporate America is already salivating in competition for the $170 billion Hispanic purchasing power."

— Paul P. Magallanes

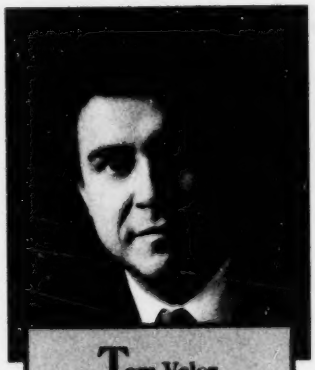
Paul Magallanes
Special Agent
Federal Bureau of Investigation
Los Angeles, CA

ONE 100 HUNDRED

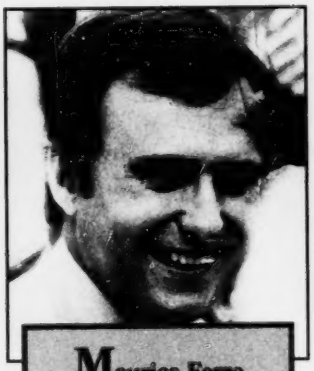
INFLUENTIALS



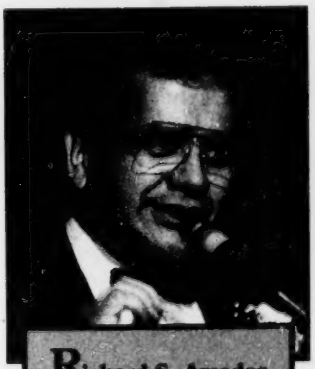
Joe Ortiz
Radio/TV Talk Show Host
GBM, Inc.
North Hollywood, CA



Tom Velez
Founder/CEO
CTA , Inc.
Rockville, MD



Maurice Ferre
Former Mayor
City of Miami
Miami, FL



Richard S. Amador
President
CHARO, Inc.
Los Angeles, CA